

ABSTRACT

A point of purchase display for the containment and presentation of products, incorporating one or more cartridges for holding the products, the one or more cartridges being operably supported by a brace member within a shell. The shell, brace and cartridge(s) are all preferably fabricated from corrugated paperboard material. In an alternative embodiment of the invention, a plurality of assembled displays is modularly connected to provide an integrated display unit.